

Factors influencing on consumers' decision to buy Hyundai cars in Hanoi

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Abstract- The study was carried out with the goal of discovering and analyzing the factors which affected to consumers' Hyundai cars buying decision in Hanoi and the influent degrees of those factors, and propose marketing suggestions for Hyundai Thanh Cong Vietnam Joint Stock Company.

The survey was conducted at 9 official authorized dealers of Hyundai Thanh Cong in Hanoi with 201 customers. The research results showed all the research hypotheses were accepted with 7 factors affecting customers' decision to buy Hyundai cars, including: perceived risks; reference group; brand; consumer demand and motivation; feeling on the vehicle characteristics; economic feeling; culture and social conception, in which reference groups are the most influential factor in customers' car buying decisions.

1. INTRODUCTION

Participation in the World Trade Organization has helped the Vietnamese automobile industry has significant changes, the Vietnamese automobile market is exciting with the series of cars' brands entered Vietnam.

Participating in the automotive industry since June 2009, Hyundai Thanh Cong Vietnam Automobile Joint Stock Company (HTC) is the exclusive distributor and assembly of Hyundai cars in Vietnam. In the context of the fierce competition market today, in order to maintain a competitive advantage in the car market, Hyundai Thanh Cong needs to identify the consumers' needs and consumers' attitudes with each kind of car. The current research is to analyze, explore and measure factors affecting consumers' buying trends as well as their affecting level with Hyundai models to help car dealers have a reasonable vision and orientation in their business strategy.

2. LITERATURE REVIEW

2.1 The outside Vietnam's research

In the study of factors affecting to the decision to buy cars in Taiwan, Chang & Hsiao (2011) shows that the components of quality and price are the factors that influence the decision to buy a car with the CIS (car infotainment system) in Taiwan. Or the Chinese market, research by Shuyuan Xiao and WeiHe at West University, has focused on Chinese consumers' attitudes towards Volvo cars: Chinese culture, subjective standards, buying awareness, behavior control and social status were the main factors affect to the Chinese consumers on Volvo brand. In the Indian market, the study of Rajesh Nair, Mumbai, has identified the influencing factors when choosing cars related to environmental protection such as economic, colors, and environmental friendliness. Research by Wong Lai Soon (2012) uses dynamic structure model (SEM) showed that customer confidence and satisfaction are the factors that influence on consumer decisions. Customer satisfaction is built on product quality, service and aging for Toyota cars in Malaysia market.

Prieto and Caemmerer (2013) conducted the research on the affected factors to the car buying decision in the European market, especially in France. The study investigated factors that

influence the decision to buy cars in terms of demographics, vehicle quality and consumer buying needs in France.

2.2 Domestic research

Customer behavior and affected factors to the car buying behavior in Vietnam are also selected by many authors as their interest research topics in recent years. In particular, the study of Nguyen Thanh Nam (2017) has identified the factors affecting consumer buying intent for high value durable goods including 8 independent variables: risk, calculation experience, culture and social conceptions, reference groups, brands, consumer needs and motivations, commodity characteristics, economics, and a group of regulatory variables including demographic factors like gender, education, age, occupation.

Nguyen Quang Thach's research (2015) analyzed and measured factors affecting consumers' decisions and attitudes when choosing Mazda brand. Similarly, studying the factors affecting car buying behavior in the central region of Vietnam by Nguyen Hoang Van (2012) which analyzed the elements of products, value inside and brand affecting customer's intention to buy a car.

Thus, synthesizing a number of studies related to factors affecting consumer purchasing behavior of Vietnamese customers shows that there are many different approaches to formulate the intention to buy, consumers will be affected by a number of factors such as culture, quality, price ...

2.3. Buying process and buying decision

2.3.1. Buying process of customer

By Philip Kotler, the buying process covers the following stages:

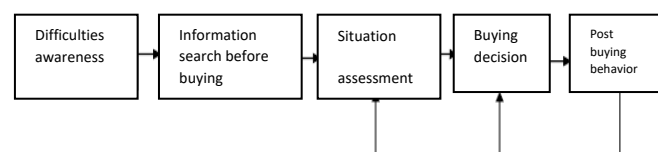


Figure 1: Buying process of consumer
(Source: Philip Kotler, 2001)

In this model, buying decision is in the 4th stage of consumer's buying process.

2.3.2. Buying decision

Consumers have made options and then they will make a decision. Purchasing decisions are made after consumers evaluate, choosing suppliers has many attributes and satisfies their highest needs.

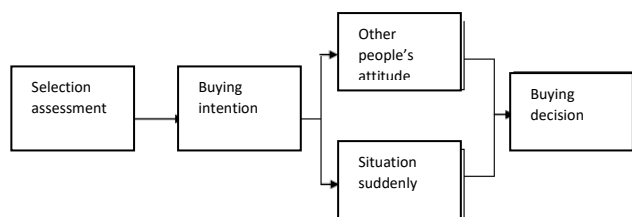


Figure 2 : Consumer's buying decision
(Source : Phillip Kotler 2001)

2.4. Research models related to buying decision of consumer

2.4.1. Research models of factors affect the process of buying decisions

2.4.1.1. Theory of Reasoned Action –TRA

The theory of TRA was proposed by Fishbein and Ajzen in 1975: people make decisions based on the intention, and this intention depends on the two factors: attitudes of that behavior (one people who is confused about a product, the attitude of like or dislike that product will lead to behavior) and the other factor is subjective criteria related to that behavior (buyers are always impacted from outside effect: close relationship relation, friends or people who had experience...). This TRA theory is applied effectively in the marketing strategies to predict the actions of the people.

Reasonable action theory suggests that each different product or brand will affect to the intention towards behavior, not directly on buying behavior.

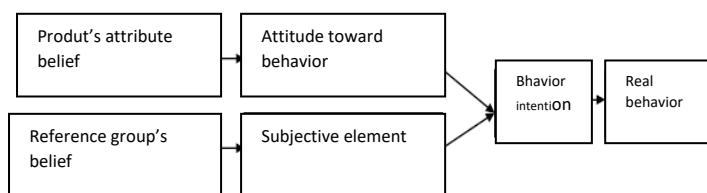


Figure 3 : Reseanable action theory model
(Source : Schiffman & Kanuk 1987)

In summary, the theory of reasonable action TRA is a predictive model of behavioral intent, depending on the attitude towards the person's attitude toward behavior and surroundings. The model is based on the assumption that people make rational decisions depending on available information to perform or not to perform an act (Fishbein & Ajzen, 1975).

2.4.2.2. Theory of Planned Behavior - TPB

The theory of TPB is an extension of TRA theory to overcome limitations in explaining out-of-control behaviors. This theory has been added by Ajzen since 1991 by setting out additional control factors of cognitive behavior such as how trust individuals relate to the ability to perform behaviors that are difficult or easy.

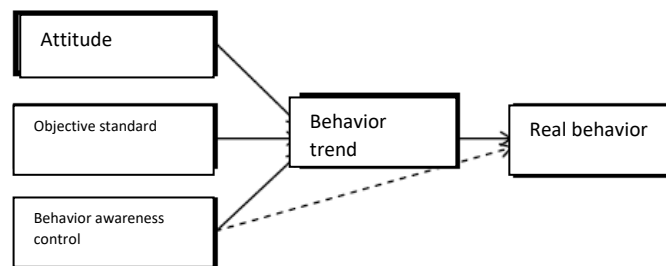


Figure 4: Theory of Planned Behavior model
(Source : Armitage & Cooner 2001)

The theory of TPB states the following three basic factors: *first*, personal factors are personal attitudes towards positive or negative behaviors, *second* is social influences which emphasize social pressure feeling to perform or not to perform that behavior, and finally the self-efficacy determinant or ability to perform behavior, is called behavioral cognitive control (Ajzen, 2005). However, the TPB theory is still limited in predicting behavior (Ajzen 1991; Werner 2004), *the second* limit is the time to perceive personal factors related to human physiological and psychological limitations. *The last* is that people act based on a set of criteria, but in fact people are changing and their decisions are not like the original predictions.

3. HYPOTHESES AND RESEARCH MODEL

3.1. The gap in the research

Until now most of the research have not mentioned the factors affecting the decision of consumers to buy Hyundai cars in Vietnam and especially in Hanoi, therefore, it is the good topic for the current research focus on.

3.2. Research model

3.2.1. Research model

On the theoretical foundation of consumer behavior, as well as based on the properties of TRA theory model and TPB model and the succession of studies, the current research model is as follows:

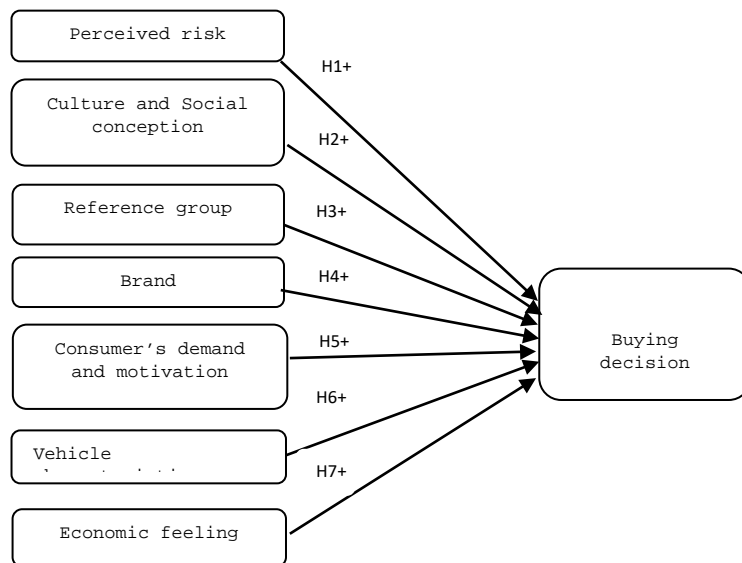


Figure 5. Research model

3.2.2. Operationalization

Perceived risk

In the study of Martin Paredes (2010), the risk factor is one of the factors affect to customer buying behavior, especially for high value goods. Consumers are difficult to predict whether paying a large sum of money to buy a car will be equally beneficial or not. Risks cause anxiety and make consumers always consider carefully before deciding to buy. Studies of Oren, Shmuel S and Rick G. Schwartz (1988) also give similar conclusions. The above foundation allow the author to propose the hypothesis: *H1. The perceived risk of customers is related and affects to their Hyundai cars buying ddecision.*

Culture and social conception

Culture and social conceptions drive consumer behavior, which includes the thinking and behavior of individuals. Culture and social conception are common stereotypes of society, creating consumer trends and forming common desires of society at a certain stage. Bargh's study (2002), Martin Paredes (2006) and the study of Rani, Pinki (2014) on the concept of society in relation to the intention to buy cars shows that the customers' buying behavior are affected by factors such as their culture and social status.

With the above foundation, the hypothesis H2 is created as follows: *H2. Cultural factors and social perceptions of customers are related and affect to the customers' Hyundai car buying decision*

Reference group

Research of Rani and Pinki (2014) showed that customers decided to buy goods, including cars for personal consumption influenced by many factors: the reference of members in family, experts, friends. According to Truong Dinh Chien (2011), the reference groups will have a great impact on the decision to buy from consumers, especially family members, information on the internet or other information channels. So the third hypothesis can be understood as: *H3. The reference group is relevant and influences to the customers' Hyundai car buying decision.*

Brand

Research by Rani, Pinki (2014) also shows that the brand has a connection with the buying decision of customers in the Indian market, which emphasizes the development of brand through advertising activities will have a certain stimulus to the buying behavior of customers. According to the psychology of customers, they will always want to own, use the products of famous and trusted brands. And the fourth hypothesis is proposed: *H4. Hyundai brand is related and impact on the customers' Huydai buying decision.*

Demand and motivation consumption

When demand and motivation consumption are urgent, it promote consumer behavior of customers (Rani, Pinki, 2014). Consumer demand is influenced by people around, especially family members in deciding to buy a car. According to Maslow's demand tower, the demand is respected, the need to assert itself, safety needs ... can be satisfied for goods especially cars. The

fifth hypothesis is proposed based on that foundation: *H5. Demand and motivation consumption are related and affect to the customers' Hyundai cars buying decision.*

Vehicle characteristic perception

The characteristics of vehicles created the vehicle's value and meet customers' requirements. Different consumers will have different needs. Each unique feature of a car will serve a certain need. If the vehicle integrates many characteristics that customers want, it will have a big impact on the intention and buying behavior of customers (Nguyen Hai Ninh, 2013). When goods are completed and added with modern characteristics, meet individual requirements, it will have a big impact on customers' buying decisions.

That explanation help giving the six hypothesis: *H6. The perception of customer characteristics is related and affect to the decision to buy Hyundai cars.*

Economic feeling

Economic factors are always dominant for customers' purchasing and consumption decisions. In particular, the price factor is decisive to the ability of customers to pay for buying goods. In addition to price factors, the income ability of customers also affects to the customers' intention and buying decision. For vehicles such as cars, income factors will affect the costs that need to be paid after purchasing the product as well as the cost of use (Barley, Stephen R, 2015). These experience allows the author to propose the seventh hypothesis: *H7. The customer' economic feeling is related and affect to the customers' Hyundai car buying decision.*

3.3. Hypotheses summary

H1. The perceived risk of customers is related and affects to their Hyundai cars buying ddecision.

H2. Cultural factors and social perceptions of customers are related and affect to the customers' Hyundai car buying decision.

H3. The reference group is relevant and influences to the customers' Hyundai car buying decision.

H4. Hyundai brand is related and impact on the customers' Huydai buying decision.

H5. Demand and motivation consumption are related and affect to the customers' Hyundai cars buying decision.

H6. The perception of customer characteristics is related as well as impact to the decision to buy Hyundai cars.

H7. The customer' economic feeling is related and affect to the customers' Hyundai car buying decision.

4. RESEARCH METHODOLOGY

4.1. Qualitative methodology

Qualitative research was conducted through discussion with experts to explore, confirm, adjust and supplement the factors that constitute the factors affecting to the customers' Hyundai buying decisionthe in Hanoi, and at the same time developing the scale of these factors to measure the affected level of these factors on buying decision.

The author conducted interviews with 5 car-market research experts and 5 direct selling staffs. The author first discussed with experts and salespeople with some exploratory open-ended

questions to explore what factors they found affected to the decision of buying Hyundai cars in Hanoi. After that, the author introduced the factors affecting the decision to buy Hyundai cars in Hanoi which is proposed in the chapter 1 for these members to discuss and raising their opinions. Finally, the author summarizes the ideas to make the official scale.

In this study, the Likert scale was selected with 5 levels to measure all the variables, in which: 1- completely disagree, 2 - disagree, 3 neutral, 4 - agree, 5 - totally agree.

Table 1: Summary the measurement of factors affecting the decision to buy Hyundai cars

Order	Scale	Source	Encode
	Risk perception		RR
1.	Spending a large amount of money to buy Hyundai cars without knowing whether to bring satisfaction or not affects the decision to buy.	Martin Peredes (2010), Đỗ Thị Hồng Hạnh (2017)	RR1
2.	The devaluation after reselling cars has affected the decision to buy.		RR2
3.	Complex and high-cost procedures affect buying decisions.		RR3
4.	Infrastructure conditions affect to buying decision		RR4
	Culture and Social Conception		VHXH
5.	Buying Hyundai cars makes life improvement that affects customers' buying decisions.	Hawkins Coney Best (2004)	VHXH1
6.	Buying Hyundai cars affirms social status affects customers' buying decisions.		VHXH2
7.	Buying Hyundai cars confirms high income affects to buying decisions.		VHXH3
	Reference group		NTK
8.	The opinions of family members influence the decision to buy Hyundai cars.	Trương Đình Chien (2011)	NTK1
9.	The reference to the car ownership experience of the people around affects the decision to buy Hyundai cars.		NTK2
10.	The reference to the evaluation of the person who used the Hyundai car on the media affected to the decision to buy.		NTK3
11.	The reference to the evaluation of the person who used the Hyundai car on the media affected the decision to buy.		NTK4
	Brand		TH
12.	Hyundai brand shows the social class of the users.	Hawkins Coney Best (2004)	TH1
13.	Hyundai brand indicates the limit of use.		TH2
14.	Hyundai brand indicates the durability of the car.		TH3
15.	The familiar level of Hyundai brand influences on buying decisions.		TH4
	Demand and motivation consumption		NCDC
16.	The need to show social class affects to the decision of buying Hyundai cars.	Hawkins Coney Best (2004)	NCDC1
17.	The need to expand mobility has affected the decision to buy Hyundai cars.		NCDC2
18.	The need to increase safety affects the decision to buy Hyundai cars.		NCDC3
19.	Demand for work affects the decision to buy Hyundai cars.		NCDC4
	Vehicle characteristic perception		DD
20.	Characteristics of engine power affect		DD1

	the decision to buy Hyundai cars.		
21.	The number of seats affects the decision to buy Hyundai cars.		DD2
22.	Characteristics of designs, colors affect the decision to buy Hyundai cars.		DD3
23.	Characteristics of features, technology, accessories affecting the decision to buy Hyundai cars.		DD4
24.	Safety characteristics affect the decision to buy Hyundai cars.		DD5
	Economic feeling		TKT
25.	Prices affect to the decision to buy Hyundai cars.		TKT1
26.	Income affects to the decision to buy Hyundai cars.		TKT2
27.	Promotions affect to the decision to buy Hyundai cars.		TKT3
28.	Hyundai's after-sales service price affects the decision to buy Hyundai cars.		TKT4
	Buying decision		QDM
29.	Customers take a long time to decide to buy Hyundai cars.		QDM1
30.	Customers must consider carefully to have a decision to buy Hyundai cars.		QDM2
31.	Customers easily change their mind when buying.		QDM3

4.2. Quantitative methodology

4.2.1. Research sample

Subjects of the survey are customers who visit and discover Hyundai cars at authorized dealers. Optimal sampling method has differences between the views of the authors. In the current research, there are 31 observed variables, according to Tabachnick and Fidell (1996), so the number of samples according to multivariate regression analysis will be $50 + 8 * 28 = 274$. To ensure the number of questions collected in sufficient quantity and quality, the author decided to select a sample size of 300 to avoid invalid answer sheets.

In this study, the survey was conducted using a random sampling survey method. The total number of questionnaires was distributed directly to customers at agents, showrooms of Hyundai in Hanoi area, with a total of questionnaire issued (through customer consulting staff, customer care staffs...) and combine emailing to customers. The total number of delivered questionnaires is 300 and the number of collected questionnaires is 210. However, there were 9 unsatisfactory so the satisfy collected questionnaires is 201.

4.2.2. Data collection methodology and analysis

The current paper applied the data collection methodology and analysis as follows:

a) *Data collection methodology*: the author survey mainly through two ways: sending and collecting paper-printed-questionnaire to the customers at the consulting desks of Hyundai agencies and through email.

b) *Data analysis methodology*: after collecting data, the author removes unsatisfactory answers, coding, data entry, and data analyzing with SPSS 22.0 software.

Analysis the reliability of the scale

The coefficient α of Cronbach is an examination of the degree to which the items in the scale-questionnaire are correlated.

This method allows analysts to remove unsuitable variables and limit garbage variables in the process of studying and evaluating the reliability of scales through the Cronbach 'alpha coefficient. Variables with total variable correlation (item-total correlation) less than 0.3 will be rejected. The scale has Cronbach's alpha ranging from 0.7 to 0.8 which is usable, when the reliability of 0.8 and up to nearly 1 is a good measurement scale.

Descriptive statistics method

Descriptive statistics are used to describe the basic characteristics of the data collected from empirical research in different ways. Descriptive statistics provide simple summaries of patterns and metrics. Then, use some functions to clarify the characteristics of the analysis pattern to understand the phenomena and make the right decisions.

Exploratory Factor Analysis – EFA

After assessing the reliability of the scale with the Cronbach's alpha coefficient and removing variables that do not guarantee reliability. Factor analysis is the general name of a group of procedures used primarily to shrink and summarize data. Therefore, this method is useful for identifying the necessary variables for research and is used to find the relationship between variables.

Regression analysis

Regression analysis is to study the dependence of a variable (dependent variable or explanatory variable) on one or more other variables (independent or explanatory variables) with the basic idea of estimating or predicting the average value of the independent variables on the dependent variable.

5. RESEARCH RESULTS

5.1. Research sample description

Survey results show that 78.5% of the surveyed people are men and 21.5% of the respondents are women. The largest number of respondents are in the business sector accounted 44.3%, followed is civil servants and public employees accounted 39.3%, other sectors accounted 16.4%.

5.2. Evaluate the reliability of the scale

The scales are preliminarily evaluated through two main tools: (1) Cronbach alpha reliability coefficient and (2) EFA (Exploratory Factor Analysis) analysis method. Cronbach alpha coefficients are used first to eliminate variables with total correlation less than 0.30, and also to select the scale when it has alpha reliability of 0.60 or higher (Tho & Trang, 2003).

Then use the EFA method. Variables with loading factor less than 0.50 will be rejected (Hair et al 1998). The method of extracting coefficients used varimax principal components for the scale of decision to buy a car. The scale is accepted when the total variance extracted is equal or greater than 50% (Tho & Trang 2003).

Cronbach Alpha analysis for the measurement scale shows that: the factors affecting the decision to buy Hyundai cars with Cronbach Alpha coefficient greater than 0.7, so it is possible for the subsequent analysis.

Factor analysis

After Cronbach Alpha analysis, the reliability coefficients of the observed variable groups were quite high and greater than 0.6, the total variable correlation coefficients were greater than 0.3, so all variables were accepted. Therefore, all variables are included for factor analysis.

First, perform two tests: "KMO and Bartlett's Test". The results show that the use of factor analysis is appropriate ($0.50 \leq KMO \leq 1$, and Sig. = 0.000).

The results of EFA analysis show that there are 07 factors extracted at eigenvalue of 8,241 and extractable variance is 78,405% while KMO index is 0.834. Therefore, the factor analysis is appropriate. The final EFA analysis results are shown in the following table:

Table 1: EFA analysis result

Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
DD5	,914						
DD3	,913						
DD4	,911						
DD2	,890						
DD1	,822						
TKT2		,904					
TKT4		,874					
TKT3		,874					
TKT1		,873					
NTK4			,874				
NTK3			,826				
NTK1			,825				
NTK2			,744				
RR2				,835			
RR4				,809			
RR3				,805			
RR1				,701			
TH4					,910		
TH2					,838		
TH3					,828		
TH1					,789		
NCDC2						,806	
NCDC3						,781	
NCDC4						,780	
NCDC1						,701	
VHXH1							,871
VHXH2							,848
VHXH3							,795

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

With the above results' analyzing data, allow us to conclude that the data and factors are suitable to move to the next step of analysis.

5.3. Research hypotheses testing

5.3.1. Hypothesis H1: The risk of customer perception is related and influences to the decision of buying Hyundai car

The results of the first hypothesis test showed the relationship and positive impact of the "perceived risk" factor with customers' Hyundai cars buying decision ($\beta_1 = 0.139$, $p = 0.017$). So the hypothesis H1 is accepted. This means that the better the customer assesses the "perceived risk" factor, the more likely it is to buy a HYUNDAI car.

5.3.2. Hypotheses H2: Culture and social conception of customers are related and affect to Hyundai car decision

The results of the hypothesis test showed the relationship and positive impact of the "Culture and social concept" of customers in deciding to buy Hyundai cars with statistical significance is ($\beta_2 = 0.135, p = 0.013$). That result allows the conclusion of hypothesis H2 to be accepted.

5.3.3. Hypotheses H3: The reference group factor is relevant and influences to the Hyundai cars buying decision

The results of the hypothesis test showed the relationship and positive impact of the "Reference group" factor of customers in Hyundai cars buying decision ($B_3 = 0.331$ and $p = 0.000$). That result allows the conclusion of hypothesis H3 to be accepted.

5.3.4. Hypotheses H4: The Hyundai brand factor is relevant and influences to the decision to buy Hyundai cars

The results of the hypothesis test showed the relationship and positive impact of the "Hyundai Brand" factor on the customers' Hyundai car buying decision ($\beta_1 = 0.135, p = 0.000$). This result confirm the hypothesis H4 hypothesis to be accepted.

5.3.5. Hypotheses H5: The demand and consumer motivation are related and impact on the decision to buy Hyundai cars.

The results of the hypothesis test ($\beta_1 = 0.17, p = 0.000$). showed the relationship and positive impact of the "demand and consumer motivation" on customers' Hyundai cars buying decision and also confirm the hypothesis H5 to be accepted.

5.3.6. Hypotheses H6: Perception of customers' vehicle characteristics is related and impact on the decision to buy Hyundai cars.

The results of the sixth hypothesis test showed that the relationship and positive impact of the "Perception of vehicle characteristics" of customers who decided to buy Hyundai cars ($\beta_6 = 0.239, p = 0.000$). That result also show the hypothesis H6 is accepted.

5.3.7. Hypotheses H7: Economics feeling of customers involve and impact on the decision to buy Hyundai cars

The results of the hypothesis test showed the relationship and positive impact of the "economic feeling" ($\beta_1 = 0.137, p = 0.000$). That result allows the conclusion of hypothesis H7 to be accepted.

5.4. Research model test

5.4.1. Regression analysis

The results of testing the hypotheses above allows the study to move to the next step, testing the research model with the regression analysis.

Table : Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.***	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance
(Constant)	7,224E-016	,046		,000	1,000		
1 RR	,139	,058	,139	2,401	,017	,627	1,595
NTK	,331	,058	,331	5,730	,000	,629	1,589

TH	,135	,046	,135	2,908	,004	,973	1,027
NCDC	,170	,049	,170	3,462	,001	,872	1,147
DD	,239	,055	,239	4,325	,000	,687	1,455
TKT	,137	,052	,137	2,645	,009	,783	1,277
VHXH	,135	,054	,135	2,514	,013	,732	1,366

** Significance at p value < 0.05

The regression results show that there are 7 important factors affecting the decision of buying Hyundai cars: risk perception; reference group; brand; demand and consumer motivation; feeling in terms of vehicle characteristics; economic feeling; culture and social conceptions; have a linear relationship with the decision to buy Hyundai cars ($p < 0.05$). So these 7 factors will remain in the regression model.

5.4.2. The impact levels of the factors on the customers' Hyundai cars buying decision in Hanoi.

The above research results show that, 7 independent factors have positive impact on the decision to buy Hyundai cars of the customers in Hanoi. Among these factors, reference group is the factor that have the greatest impact on the customers' buying decisions ($\beta = 0.331$). Next is the perceived of vehicle characteristics ($\beta = 0.239$). While the remaining factors have a relatively equal impact, the smallest is culture and social conception ($\beta = 0.135$), the brand ($\beta = 0.135$). Other factors have higher impact on customers' buying decisions, with a beta coefficient of 0.137 for economic feeling factor, 0.17 for demand and motivation factors. and 0.139 for perceived risk factors.

Table 3.16. Summary the hypothesis's testing results and the degree of each factor's impact on the dependent variable

Order	Hypotheses	Regression coefficient	Significant value	Conclusion
1	H3: The reference group factor is relevant and influences to the Hyundai cars buying decion.	0.331	0.0000	Accept
2	H6: The perception of customers' vehicle characteristics is related and impact on the decision to buy Hyundai cars.	0.239	0.000	Accept
3	H5: The demand and motivation consumption are related and affect to the Hyundai car buying decision.	0.170	0.001	Accept
4	H1: Customer's perceived risk is related and affects to the decision of buying Hyundai cars.	0.139	0.017	Accept
5	H7: The perception of the customers'	0.137	0.009	Accept

	economics is related and influences to the decision of buying Hyundai cars.			
6	H2: Culture and social conception are related to customers and impact on the decision to buy Hyundai cars.	0.135	0.013	Accept
7	H4: The Hyundai brand factor is related and affects to the decision to buy Hyundai cars.	0.135	0.004	Accept

their customers' social status. In addition, it should be noted that Hyundai cars are also valuable products, so administrators should display products in luxurious places where many people pass by, in crowded urban areas with many offices. trade centers...The Hyundai cars which are displayed into the luxury stores will make customers feel proud and contribute to increasing the self-expression value of consumers.

4.1.7. Solutions related to brand

This is one of the two factors that have the smallest impact on customers' intention to buy Hyundai cars. Therefore, agents need to focus on building their image and reputation through attractive advertising and marketing programs while ensuring reputation for vehicle quality, service quality and elements of brand management.

6. CONCLUSION AND IMPLICATIONS FOR MARKETERS

Research results have shown that among the factors affecting on consumers' decision to buy Hyundai cars, the biggest impact factor is the reference group and the feeling of the car's characteristics. The smallest impact factor is brand and social culture. In order to strongly influence to customers' car buying decisions, the company needs to focus on the following solutions:

6.1 Solution for "reference group"

In order to influence to the customers' intention and decide to buy the cars, Hyundai needs to promote propaganda. The research results show that the objects "family, friends, relatives" are the main source of information for customers and have a great influence on the decision to buy Hyundai cars so dealers can take advantage of the channel. In addition, promoting Hyundai brand on internet, social network to promote Hyundai's image to consumers also the good suggestion.

6.2 Solution to "vehicle characteristics"

Hyundai Thanh Cong Vietnam Automobile Joint Stock Company should study the needs of each segment of customers such as color, harmonious coordination of vehicle parts's color to fit each customer's psychology depending on the region.

6.3. Solution for "consumer demand and motivation"

In order to stimulate customers' needs and motives, Hyundai needs to focus on market research through their

dealers. By enhancing the emotional value of customers, the dealers can enable the customers' demand and buying motivation through increasing the level of brand awareness for consumers.

6.4. Solution related to customers' perceived risks

Hyundai dealers need to import different types of products that are favored by customers to express their own values, enhancing the value of the riders. Focus on eye-catching display to create product's luxury and good effects for customers when coming to the store. Besides, when serving customers, employees must show the thoughtfulness in the process of contact with customers, giving customers a sense of respect.

6.4.1.. Cultural and social solution

Hyundai needs to enhance social value for users through product advertising strategies and brand promotion to affirm

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